



Career Zone Campaign Plan

April 30, 2001

The Career Zone is envisioned as a center of activity that will provide a broad array of services intended to foster professional growth for all SFA employees. The center is sponsored by both SFA Human Resources and SFA University for the benefit of the entire organization and will support all employees in taking advantage of the career opportunities created by SFA's ongoing transformation.

This document, developed in partnership with SFA communications, outlines the communications and "marketing" efforts for the rollout of the Career Zone. The campaign plan is designed to develop interest and demand for the Career Zone across the entire organization so that the Zone will become the center of activity that is envisioned.

As the Career Zone continues to develop, the communication plan will evolve to incorporate and address additional critical messages. Moreover, the timing of various communication events may change as the implementation plan is modified according to the outcome of various key dependencies.

The Career Zone Campaign Plan includes the following:

Campaign Plan Overview

The Campaign Plan Overview summarizes the overall objectives, intended outcomes and, where appropriate, key dependencies for the significant communications events scheduled for each month of the Career Zone rollout.

Campaign Plan Calendar

The Campaign Plan Calendar serves as a timeline indicating the sequencing and timing of key communications events, purposes of the message (objectives and outcomes), and delivery vehicles. Where appropriate, the suggested presenter of each message is provided.

Facts and Key Messages

This document provides important facts about the Career Zone to share with managers as well as key messages for them to use in communicating with their employees.

Career Zone Logo and Poster

The logo and attached poster were created in collaboration with SFA Communications as the initial "brand" of the Career Zone. This logo will continue to be used until the new SFA logo is developed. At that time the Career Zone logo may be revised to better integrate with the new organization brand. The attached poster is intended to peak employee's curiosity as the first step in building brand awareness. SFA Communications will design the additional marketing materials mentioned in the campaign plan.